STAPLE SCREENER TO $\underline{\mathtt{BACK}}$ OF QUESTIONNAIRE. DO THIS NOW.

OUESTIONNAIRE - Y

DO NOT ERASE ON THE QUESTIONNAIRE.

TAKE RESPONDENT INTO INTERVIEWING ROOM.

SEAT RESPONDENT AND SEAT YOURSELF ACROSS FROM THE RESPONDENT.

In a moment, I am going to show you a picture of a retail display; and after that, I am going to show you a product from that display. Then I will ask you a couple of questions.

Please understand that we are only interested in your opinions; and if you don't have an opinion or don't know the answer to a question, that is an acceptable answer.

Y OUT OF FILE AND HAND TO RESPONDENT. TAKE PICTURE

Would you please look at this picture as you would if you saw this display in a store.

Please take as much time as you like, and let me know when you are ready to continue.

PAUSE UNTIL RESPONDENT INDICATES SHE IS READY TO CONTINUE.

GET PICTURE BACK AND PUT BACK IN FILE.

Y FROM BAG AND HAND TO RESPONDENT. REMOVE PRODUCT _

This is a product from the display like the one you saw in the picture. Please look at this product as you would if you saw it in a store and were considering purchasing this product.

PAUSE UNTIL RESPONDENT INDICATES SHE IS READY TO CONTINUE.

6.0	Who, or what company, do you believe puts out this product
	with this name?
	Octoria's Secret
:	07.02
	IF 'DON'T KNOW,' GO TO> Q7.0; OTHERWISE, CONTINUE.
6.1	Why do you say that?
	RECORD RESPONSE VERBATIM. Clause it is on the bottle.
	CONTINUE.

7.0	What other brand name or used by the company that	names, if any, puts out this p	do you beli roduct with	eve are
	name?	- ,		
	RECORD RESPONSE VERBATIM.	٨		
	JON 27	Enow"		
		•		
				
tan is a		IF 'DON'T KN	OW 1 CO #O	
			OTHERWISE,	
			·	•
7.1	ASK FOR EACH RESPONSE AT	Q7.0:		
	RECORD FIRST RESPONSE TO	Q7.0:	· · · · · · · · · · · · · · · · · · ·	
	Why do you say thatINS another brand name used b product with this name? RECORD RESPONSE VERBATIM.	ERT 1ST RESPONS y the company th	E TO 07.0 hat puts ou	is t this
				·
			· · · · · · · · · · · · · · · · · · ·	• •
	IF MORE T	IAN ONE RESPONSI	E AT Q7.0,	CONTINUE;
			SE, GO TO	
7.2	RECORD SECOND RESPONSE TO	07.0:		
· ·	The second secon			
	Why do you say that <u>INSI</u> another brand name used by product with this name? RECORD RESPONSE VERBATIM.	the company th	at puts ou	t this
				
	IF MORE TH	AN TWO RESPONSES	AT 07.0.	CONTINUE:
· · · · · · · · · · · · · · · · · · ·			SE, GO TO	
7.3	RECORD THIRD RESPONSE TO Q	7.0:		
	Why do you say thatINSE another brand name used by product with this name?	RT 3RD RESPONSE the company th	TO Q7.0	is this
	RECORD RESPONSE VERBATIM.			
			,	· · · · · · · · · · · · · · · · · · ·
	<u> </u>		•	
• •				
	TF	MORE THAN THREE	RESPONSES	AT 07.0
•		USE BACK OF	PAGE AND C	ONTINUE;
		OTHERWI	SE, GO TO -	-> Q8.0.

Now, I am going to ask you a question that has three choices. PAUSE. After I am done, if you want me to read the question again, just ask me. PAUSE.

Do you believe that the company that puts out this product with this name...READ LIST...

one, has a business affiliation or business connection

	with any other company or companies;	
, -	two, does <u>not</u> have a business affiliation o connection with any other company or compan	r business ies; or
	three, don't know or have no opinion?	
REC	ORD RESPONSE VERBATIM.	
	no, does not	
IF	'HAS A BUSINESS AFFILIATION/CONNECTION OTHERWISE, GO	
With	h what other company or companies?	
RECO	ORD RESPONSE VERBATIM.	
	IF 'DON'T KNO	
		TO> Q8.3; E, CONTINUE.
Why RECC	do you say that? ORD RESPONSE VERBATIM.	
	GO T	O> Q9.0.
		÷
8.3	Even though you don't know the name or names anything, can you tell me about the company	, what if
	companies that you believe have a business a	ffiliation
	or business connection with the company that this product with this name?	. puts out
	RECORD RESPONSE VERBATIM.	
·		٠.
	······································	CONTINUE

GO TO --> Q10.0.

CONTINUE.

05804-GE	EL Document 21-11		Page 4 of 16 ire - Y, Page
	ow, I am going to ask y noices. PAUSE. Again, ead the question again,	just ask me. PAUSE.	you want me to
Dc	you believe that this .READ LIST	product with this nam	10
		at with the authorizater company or company	s;
	1	t out with the author r company or companie	ization or s; or
٠.	three, don't know or	have no opinion?	
REC	CORD RESPONSE VERBATIM.	-	
-	_ O would	say no.	
		- 11	
	PUT OUT WITH THE AUT	OTHERWISE, GO	., CONTINUE; TO> Q10.0.
9.1 With	h what other company or ORD RESPONSE VERBATIM.	companies?	
		·	-
 			
0.2 Why (do you say that? RD RESPONSE VERBATIM.	GO	IOW NAME(S), TO> Q9.3; E, CONTINUE.

Even though you don't know the name or names, what, if anything, can you tell me about the company or companies that you believe gave their authorization or approval for this product with this name?

10.0 Would you please tell me what letter is on the back of the bottle?

CONTINUE.

RECORD RESPONSE VERBATIM.

PUT PRODUCT BACK IN BAG AND CONTINUE.

RECORD LETTER.

LETTER:

11.0 Within the past six months, have you had your hair done at a
salon? RECORD RESPONSE WITH AN 'X.'
\E
2. noCONTINUE.
3. don't recall—
11.1 Within the next six months, are you likely to have your hair done at a salon? RECORD RESPONSE WITH AN 'X.'
1. yes
3. don't know—
VERIFICATION:
Finally, may I please have your name and telephone number? This information is so that my Supervisor can verify a portion of my work. If you are contacted, it will only be to confirm that I conducted this interview and for no other reason. Respondent N. Telephone Num ASK: Is that RECORD RESPONSE WITH AN 'X.'
Interviewer Certification:
I hereby certify that the information contained on this Screener/Questionnaire is a true and accurate record of this respondent's comments as they were given to me.
Interviewer's signature Date
Intelligence a signature Date
Supervisor Validation:
I hereby certify that I personally met this respondent and confirmed her answers to questions 1.0 through 2.1. Supervisor's signature

MAKE CERTAIN THAT THE SCREENER IS SECURELY FASTENED TO THE BACK OF THIS QUESTIONNAIRE. DO THIS MOW.

SCREENER - Y

cond woul	Hello. My name is, and I am with We ducting a very brief survey today on hair care produld like to include your opinions.	are cts and
1.0	RECORD GENDER:	
	1. male TERMINATE .	
	2. female CONTINUE.	
1.1	So that we can get a mix of individuals in various categories, would you please tell me if you are READ LIST. RECORD RESPONSE WITH AN 'X.'	
	1. under 18 TERMINATE.	
	2. 18 to 34	
	3. 35 to 54 CHECK SCREENING QUOTA.	CONTINUE
	5. refused DO NOT READ. TERMINATE.	REUSE
2.0	Within the past six months, have you purchased any following hair care products? READ LIST. RECORD RESPONSES WITH AN 'X.'	of the
	·	Don't
		Recall
	- shampoo?	3.
	- conditioner?12.	3.
	hair spray, styling gel, mousse, pomade, or style creme?12.	3.
	- straightening balm?12.	3.
	- curl-enhancing spray?12.	3.
	- shine serum? 12.	3.
	CONTINIE	

2.1	Within the next six months, are you likely to pur of the following hair care products?	chase any
	READ LIST. RECORD RESPONSES WITH AN 'X.'	·
	Yes No	Don't Know
	- shampoo?	3.
	- conditioner?12.	3.
	- hair spray, styling gel, mousse, pomade, or style	·
	creme?	3.
	- straightening balm?12.	3.
	- curl-enhancing spray?12.	3.
	- shine serum? $\underline{\hspace{1cm}}$ 1. $\underline{\hspace{1cm}}$ 2.	3.
	IF 'YES,' TO ANY, OTHERWISE,	CONTINUE; TERMINATE.
3.0	Do you, or does anyone else in your home, work for READ LIST. RECORD RESPONSES WITH AN 'X.'	· · · ·
•	_Yes_	No
	<pre>- an advertising agency or marketing research firm?1.</pre>	
	a retail store or company that makes, sells, or distributes any hair care product?	2. TERMINATE. CONTINUE.
4.0	Other than a political poll, during the past three have you participated in any marketing research suincluding online surveys? RECORD RESPONSE WITH AN 'X.'	months, rveys,
	1. yes TERMINATE.	•
	2. no/don't recall CONTINUE.	
4.1	During the past month, have you heard anything about subject of any of the interviews we are conducting the mall? RECORD RESPONSE WITH AN 'X.'	it the here at
	1. yes TERMINATE.	
	2. no CONTINUE.	
5.0	Do you usually wear contact lenses or eyeglasses whare shopping? RECORD RESPONSE WITH AN 'X.'	en you
	1. yes CONTINUE.	
	2. no GO TO> INVITATION TO INTERVIEW	
	2. AU GO TO> INVITATION TO INTERVITEM	

5.1	Do you have them with you at this time? RECORD RESPONSE WITH AN 'X.'
	1. yes CONTINUE.
	2. no TERMINATE.
5.2	Will you please wear them during the rest of the interview? RECORD RESPONSE WITH AN 'X.'
	\checkmark 1. yes, agreed CONTINUE .
	2. no, refused TERMINATE.
INVI	FATION TO INTERVIEW.

We would like to show you a survey exhibit and ask the remainder of our questions in our interviewing facility here at the mall. This will take only a few minutes of your time. Would you come with me, please?

RECORD RESPONSE WITH AN 'X.'

yes, agreed CONTINUE. no, refused TERMINATE. STAPLE SCREENER TO BACK OF QUESTIONNAIRE. DO THIS NOW.

QUESTIONNAIRE - Y

DO NOT ERASE ON THE QUESTIONNAIRE.

TAKE RESPONDENT INTO INTERVIEWING ROOM.

SEAT RESPONDENT AND SEAT YOURSELF ACROSS FROM THE RESPONDENT.

In a moment, I am going to show you a picture of a retail display; and after that, I am going to show you a product from that display. Then I will ask you a couple of questions.

Please understand that we are only interested in your opinions; and if you don't have an opinion or don't know the answer to a question, that is an acceptable answer.

TAKE PICTURE Y OUT OF FILE AND HAND TO RESPONDENT.

Would you please look at this picture as you would if you saw this display in a store.

Please take as much time as you like, and let me know when you are ready to continue.

PAUSE UNTIL RESPONDENT INDICATES SHE IS READY TO CONTINUE.

GET PICTURE BACK AND PUT BACK IN FILE.

Y FROM BAG AND HAND TO RESPONDENT. REMOVE PRODUCT

This is a product from the display like the one you saw in the picture. Please look at this product as you would if you saw it in a store and were considering purchasing this product.

6.0. Who, or what company, do you believe puts out this product

PAUSE UNTIL RESPONDENT INDICATES SHE IS READY TO CONTINUE.

	<u></u>
	IF 'DON'T KNOW,' GO TO>
•	OTHERWISE, CON
Why do you say that?	
RECORD RESPONSE VERBATIM.	
THE NAME	is on the
Bottle.	
いつクサナー	•

7.0	what other brand name or names, if any, do you believe are used by the company that puts out this product with this name? RECORD RESPONSE VERBATIM.
77	I LON'T KOOP
	<u></u>
. •	IF 'DON'T KNOW,' GO TO> Q8.0; OTHERWISE, CONTINUE.
7.1	ASK FOR EACH RESPONSE AT Q7.0:
	RECORD FIRST RESPONSE TO Q7.0:
	Why do you say that <u>INSERT 1ST RESPONSE TO 07.0</u> is another brand name used by the company that puts out this product with this name? RECORD RESPONSE VERBATIM.
•	IF MORE THAN ONE RESPONSE AT Q7.0, CONTINUE; OTHERWISE, GO TO> Q8.0.
7.2	RECORD SECOND RESPONSE TO Q7.0:
	Why do you say that <u>INSERT 2ND RESPONSE TO 07.0</u> is another brand name used by the company that puts out this product with this name? RECORD RESPONSE VERBATIM.
	IF MORE THAN TWO RESPONSES AT Q7.0, CONTINUE; OTHERWISE, GO TO> Q8.0.
7.3	RECORD THIRD RESPONSE TO Q7.0:
	Why do you say that <u>INSERT 3RD RESPONSE TO 07.0</u> is another brand name used by the company that puts out this product with this name?
	RECORD RESPONSE VERBATIM.
	January M. Carallet and Artificial Assessment and
	IF MORE THAN THREE RESPONSES AT Q7.0, USE BACK OF PAGE AND CONTINUE; OTHERWISE, GO TO> Q8.0.

8.0 Now, I am going to ask you a question that has three choices. PAUSE. After I am done, if you want me to read the question again, just ask me. PAUSE.

Do you believe that this product with this name ... READ LIST...

> one, is being put out with the authorization or approval of any other company or companies;

 $\mathsf{two}_{\,i}$ is $\underline{\mathsf{not}}$ being put out with the authorization or approval of any other company or companies; or

three, don't know or have no opinion?

RECORD RESPONSE VERBATIM.

IF '... PUT OUT WITH THE AUTHORIZATION/APPROVAL...,' CONTINUE; OTHERWISE, GO TO --> Q9.0.

With what other company or companies? RECORD RESPONSE VERBATIM.

octor GAMBIE

IF 'DON'T KNOW' NAME (S), GO TO --> Q8.3; OTHERWISE, CONTINUE.

Why do you say that? RECORD RESPONSE VERBATIM.

Even though you don't know the name or names, what, if 8.3 anything, can you tell me about the company or companies that you believe gave their authorization or approval for this product with this name? RECORD RESPONSE VERBATIM.

CONTINUE.

9.0 Now, I am going to ask you another question that has three choices. PAUSE. Again, after I am done, if you want me to read the question again, just ask me. PAUSE.

Do you believe that the company that puts out this product with this name...READ LIST...

one, has a business affiliation or business connection with any other company or companies;

two, does <u>not</u> have a business affiliation or business connection with any other company or companies; or

three, don't know or have no opinion?

	TWO
IF	HAS A BUSINESS AFFILIATION/CONNECTION, CONTI OTHERWISE, GO TO> Q1
	what other company or companies? RD RESPONSE VERBATIM.
	IF 'DON'T KNOW' NAME
	GO TO> Q
	OTHERWISE, CONTI
	do you say that?
	RD RESPONSE VERBATIM.
	RD RESPONSE VERBATIM. GO TO> Q1
9.3	Even though you don't know the name or names, what anything, can you tell me about the company or companies that you believe have a business affiliat or business connection with the company that puts or
9.3	GO TO> Q1 Even though you don't know the name or names, what anything, can you tell me about the company or companies that you believe have a business affiliat
9.3	Even though you don't know the name or names, what anything, can you tell me about the company or companies that you believe have a business affiliat or business connection with the company that puts of this product with this name?
9.3	Even though you don't know the name or names, what anything, can you tell me about the company or companies that you believe have a business affiliat or business connection with the company that puts of this product with this name? RECORD RESPONSE VERBATIM.
9.3	GO TO> Q Even though you don't know the name or names, what anything, can you tell me about the company or companies that you believe have a business affilia or business connection with the company that puts this product with this name?

10.0 Would you please tell me what letter is on the back of the bottle? RECORD LETTER.

CONTINUE.

PUT PRODUCT BACK IN BAG AND CONTINUE.

1:	1.0	salon?	the past				you	had	your	hair	done	at a
		X1	. yes		7							
		2			L	CONTI	NUE.					
		3 .	. don't :	recall—							٠	
1.1	1.1	done at	the next a salon RESPONSE	?		_	you l	ikel	y to	have	your	hair
		<u> </u>	yes	· · · · · · · · · · · · · · · · · · ·	1							
		2.	no		-	CONTIN	we.					
		3.	don't l	now ——								
VE	RIF	ICATION	T :									
Th my co	iis 'Wo	informa rk. If	, may I p tion is s you are is interv	io that m contacte	ny S	upervi it wil	sor on	can v lv be	erif to	hone y a p confi	numbe ortio rm th	r? n of at I
Re	spo	ndent I		(Do				A				
Te	lep	hone Ni		7, 8		JE		7	L	U		
AS	K:	Is tha	RESPONSE	WITH AN	X							
			. daytim				r					
		l e	. evenin	_								
				3	1							
TH.	ANK	RESPON	DENT FOR	HER TIME	ANI) PART	ICIPA	ATION	ī .			
I	nte	rviewer	Certific	ation:								
Ser	cre espo	ener/Que ondent':	y certify estionnai s comment	re is a s as the	true y we	e and a	accur ven t	ate	reco	d on rd of	this this	
]	M. Intervie	ALC A	gnature	4-	Fine 1			<u>/</u>	te	1 44	1.4 /
											<u></u>	
Sı	ıper	visor V	Validation	n:			:					
ar	nd c	I herek	oy certify ed her ans	y that I swers to	per que	sonal!	ly me	t th	is re	spond	dent	
			• ,		. ,		- · . ·		<u></u>			
L	S	upervis	sor's sign	nature								

MAKE CERTAIN THAT THE SCREENER IS SECURELY FASTENED TO THE BACK OF THIS QUESTIONNAIRE. DO THIS NOW.

3303

SCREENER - Y

cond woul	Hello. My name ducting a very bri d like to include	is w, and I am with T. We are ef survey today on hair care products and your opinions.			
1.0	RECORD GENDER:				
	1. male T	ERMINATE.			
	$\frac{1}{2}$ female	CONTINUE.			
1.1	So that we can get a mix of individuals in various age categories, would you please tell me if you are READ LIST. RECORD RESPONSE WITH AN 'X.'				
	1. under 1	TERMINATE.			
	2. 18 to 3	1			
	3. 35 to 54	CHECK SCREENING QUOTA. CONTINUE.			
		ver——			
	5. refused	DO NOT READ. TERMINATE. REUSE.			
2.0	following hair care products? READ LIST. RECORD RESPONSES WITH AN 'X.'				
		Don't <u>Yes No Recall</u>			
	- shampoo? .	<u>X</u> 1. <u></u> 2. <u></u> 3.			
	- conditioner	23.			
	mousse, poma	styling gel, ade, or style 123.			
		ng balm?1. \(\frac{\lambda}{2} \)3.			

curl-enhancing spray?.. $1. \frac{\lambda}{2}$.

shine serum? ____1.

CONTINUE.

2.1	Within the next six months, are you likely to purchase any of the following hair care products? READ LIST. RECORD RESPONSES WITH AN 'X.'							
	NEAD	штот. г	COND RESPO		Yes	No_	Don't Know	
	-	shampoo?	·		<u>X</u> 1.	2.	3.	
	-	condition	ner?		<u>X</u> 1.	2.	3.	
	-	mousse,	ay, styling pomade, or		χ_1.	2.	3.	
	-	straight	ening balm?	٠	1.	<u> </u>	3.	
	-	curl-enh	ancing spra	ay?	1.	<u>X</u> _2.	3.	
	-	shine se	rum?		1.	<u>X</u> 2. ·	3.	
					IF 'Y	ES,' TO ANY OTHERWISE,	, CONTINUE TERMINATE	
3.0	Do yo	ou, or do LIST. R	es anyone e ECORD RESPO	else in NSES WI	your hor	ne, work fo	or	
						Yes	<u>No</u>	
	-	an adver marketin	tising agen g research	cy or firm? .	· • • •	1.	<u> </u>	
		makes, s	store or c ells, or di care produ	stribut ct?	es 	1. TO EITHER, O' TO BOTH		
4.0	have inclu	you part ding onl	political p icipated in ine surveys SE WITH AN	any ma ?	ring the	past thre	e months, urveys,	
		1. yes	TERMINATE.					
	<u>\(\chi \) </u>	2. no/d	on't recall	CONTI	NUE.			
4.1	subje the m	ct of any all?	st month, h y of the in SE WITH AN	terview	. heard a s we are	nything ab conductin	out the g here at	
	······································	1. yes	TERMINATE.					
		2. no (CONTINUE.				-	
5.0	are s	hopping?	wear cont		ses or e	yeglasses v	when you	
	:	1. yes	CONTINUE.					
		2. no 0	SO TO> II	NVITATI	ON TO IN	TERVIEW.		

	RECORD RESPONSE WITH AN 'X.'				
		X 1. yes CONTINUE.			
		2. no TERMINATE.			
	5.2	Will you please wear them during the rest of the interview? RECORD RESPONSE WITH AN 'X.'			
		X_1. yes, agreed CONTINUE.			
		2. no, refused TERMINATE.			
INVITATION TO INTERVIEW:					
We would like to show you a survey exhibit and ask the remainder of our questions in our interviewing facility here at the mall. This will take only a few minutes of your time. Would you come with me, please? RECORD RESPONSE WITH AN 'X.'					
		1. yes, agreed CONTINUE.			
		2. no, refused TERMINATE.			